



Bay Ridge Center

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December 2020

Dear Friend,

"I lost my son in April, shortly after the pandemic began, and my family lives far away. I did not know where to turn." – Mary T.

Mary is one of Bay Ridge Center's **2,000+** members who has faced devastating challenges in the wake of Covid-19. A year unlike any other, 2020 has rendered seniors vulnerable to social isolation, illness, depression and lack of access to vital benefits and services.

Initially we were inundated with calls from frightened and lonely members like Mary who needed help with basic human needs including food, shelter, medicine and accurate information about the evolving health crisis.

In response, BRC initiated twice weekly phone calls to monitor our members' safety and to be sure they had adequate food to eat. BRC called 800 adults per week and increased food delivery services to 1,000 adults per week at the height of the pandemic.

Hearing the desperate loneliness in our members' voices, BRC pivoted our service delivery model to create more than 36 unique weekly virtual classes for our seniors on Zoom. We continue to expand our classes with support groups and individual counseling, welcoming over 5,000 visits.

The looming shutdown coupled with the colder and shorter winter days ahead will present new challenges and adversity for our members. We need your help to continue these life-sustaining services, and that is why we are reaching out to you now.

Your donation will directly impact our capacity to serve our members who are desperately in need. [Donate online](#) or by check. See more options [here](#).

Your help will ensure that more client stories end like Mary's:

"I thank Bay Ridge Center for pulling me through this."

With our warmest wishes for the holidays,

Marianne Nicolosi
Executive Director

Todd W. Fliedner
Deputy Executive Director